



# Delaware Emergency Management Agency

## Course Description

COURSE CODE/TITLE	AWR-209	Working with the Media: A Course for Emergency Responders	
COURSE LOCATION	DEMA, 165 Brick Store Landing Rd. Smyrna, DE 19977		
COURSE DATES	April 7, 2020	COURSE TIME	0800 to 1600 Hours
COURSE DESCRIPTION	<p>This is designed to provide emergency responders with the knowledge, skills, and abilities to interact with the media and perform public information functions in preparation for and during incidents. Many agencies from small and rural communities do not have a full- or part-time public information officer (PIO) on staff and responders often assume this responsibility without formal training and practice. The intent of this course is to prepare responders for interacting with the media when required, whether it be roadside at the scene of an incident or for conveying directions to the public in a crisis situation.</p> <p>The primary focus of this course is on the interaction between responders and the news media for disseminating emergency public information. While the focus remains on interacting with the news media, this course also provides an introduction to the use of informal networks and “new media”, a term meant to encompass digital, computerized, or networked information and communication technologies such as social networking services.</p>		
COURSE OBJECTIVES	<p>At the end of this course, participants will be able to:</p> <ul style="list-style-type: none"><li>• Manage camera crews that show up unannounced at an incident scene.</li><li>• Know how to handle and control high-pressure TV interviews.</li><li>• Know where to look and what to say during the interview.</li><li>• Develop standard operating guidelines for responding to reporter calls.</li><li>• Use the Internet and social media for educating the public on hazards.</li></ul>		
PREREQUISITES	<b>Recommended:</b> Introduction to NIMS IS-700 & Introduction to NIMS ICS IS-100		
TARGET AUDIENCE	<p>The target audience for this course includes: • Emergency Management • Emergency Medical Services • Fire Service • Governmental Administrative • Law Enforcement • Public Health</p> <p>In addition, this course would benefit spokespersons for elected and appointed officials and responders from nongovernmental organizations (NGOs), institutions of higher education, and private sector organizations, well as other planners representing emergency management, emergency medical service (EMS), fire service, and public health. State law enforcement and other state officials involved in planning event security in coordination with local personnel are also encouraged to attend this course</p>		
OPEN TO THE PUBLIC	No		
COST/MEALS	The training and course materials are provided at no cost to the state, local organization or responder. <b>Funding for travel, accommodations, and meals are not provided for this training opportunity.</b>		

All classes have limited seats. Registrations will be processed on a first come/first served basis. If you have any questions please e-mail [training.dema@delaware.gov](mailto:training.dema@delaware.gov)

**Note: DEMA address: 165 Brick Store Landing Road, Smyrna, DE. When reporting to DEMA for training please park on the lower level (back) parking lot and enter the training door to the facility**